

**PHILIP MORRIS USA**

**INTER-OFFICE CORRESPONDENCE**

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Alejandro Lopez

DATE: October 28, 1992

FROM: Shari Teitelbaum

SUBJECT: **Marketing Perceptions - \$26,800**

**Project:**

Attached for your approval is a Letter of Agreement between Marketing Perceptions and Philip Morris to conduct a total of sixteen triads for Merit packaging.

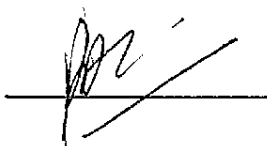
**Budget:**

The cost of conducting this research is \$26,800  $\pm$  10% and will be covered by the 1992 Consumer Research budget.

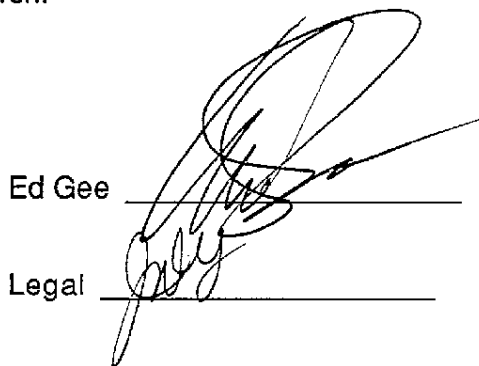
**Competitive Bid:**

Marketing Perceptions was selected as the supplier for this project due to their expertise in conducting this type of research.

Alejandro Lopez



Ed Gee



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